

AMENDMENTS TO THE CLAIMS:

This listing of claims will replace all prior versions, and listings, of claims in the application:

1 -19. (Cancelled)

20. (Currently Amended) An advertising method comprising the steps of:

setting up a code conversion table in which a plurality of characters including numerals and symbols are mapped to at least three kinds of colors or shades;

receiving address information for providing a service of a predetermined advertisement;

converting each character included in the address information into a combination of colors or shades according to the code conversion table; and

assigning a series of colors or shades which are converted corresponding to the characters included in the address information to a plurality of data cells to ~~generate a code image by combining the cells, wherein the code image is formed of a plurality of cells in each of which one of at least three kinds of colors or shades is represented and can be physically or electronically represented.~~ form a data area of a code image by combining the data cells;

receiving at least one among parity information for confirming whether or not the colors or shades read from the data cells are correctly recognized during decoding, information on a base color or base shade for determining the colors or shades of data cells formed in the data area, and information on a command or service which can be provided by the information represented in the data area; and

forming at least one among a parity area based on the parity information, a reference area

based on the information on the base color or base shade, and a control area based on the information on the command or service, wherein each of the parity area, the reference area and the control area is formed of at least one or more cells in each of which one of at least three kinds of colors or shades is represented based on each information.

21. (Previously Presented) The advertising method of claim 20, wherein index information is assigned to the address information and the index information is converted into colors or shades in the converting step.

22. (Cancelled)

23. (Previously Presented) The advertising method of claim 20, wherein a pattern including a vector line is used together with colors or shades in the converting step.

24. (Currently Amended) An advertising method comprising the steps of:

receiving a code image formed of a plurality of cells in each of which one of at least three kinds of colors or shades are represented; the code image including a data area and a control area;

extracting characters contained in the ~~code image~~ data area according to a code conversion table in which a plurality of characters including numerals and symbols are mapped to at least three kinds of colors or shades;

forming an address information for providing a predetermined advertisement service, based on the extracted characters; ~~and~~

extracting, from the control area, information on a command or service which can be provided by the address information;

providing the advertisement service according to the address information and the information on the command or service via a network.

25. (Cancelled)

26. (Previously Presented) The advertising method of claim 24, wherein the extracting step is performed in a user's computer.

27. (Previously Presented) The advertising method of claim 24, wherein the received code image is transmitted from a user's computer to a server, the extracting and forming steps are performed in the server, and then the address information is transmitted from the server to the user's computer.

28. (Currently Amended) An advertising service apparatus comprising:
a code conversion table in which a plurality of characters including numerals and symbols are mapped to one of at least three kinds of colors or shades;
~~an advertiser interface for receiving address information for providing a predetermined advertisement service, converting each character included in the address information into a combination of colors or shades according to the code conversion table; and assigning a series of colors or shades which are converted corresponding to the characters included in the address information to a plurality of cells to generate a code image by combining the cells, wherein the~~

~~code image is formed of a plurality of cells in each of which one of at least three kinds of colors or shades is represented and can be physically or electronically represented;~~

~~a user interface for receiving the code image in which colors or shades are represented,~~
~~extracting characters contained in the code image according to the code conversion table,~~
~~forming the address information based on the extracted characters and providing the~~
~~advertisement service according to the address information via a network.~~

a first image generating unit for receiving address information for providing a service of a predetermined advertisement, converting each character included in the address information into a combination of colors or shades according to the code conversion table, and assigning a series of colors or shades which are converted corresponding to the characters included in the address information to a plurality of data cells to form a data area of a code image by combining the data cells; and

a second image generating unit for receiving at least one among parity information for confirming whether or not the colors or shades read from the data cells are correctly recognized during decoding, information on a base color or base shade for determining the colors or shades of data cells formed in the data area, and information on a command or service which can be provided by the information represented in the data area, and forming at least one among a parity area based on the parity information, a reference area based on the information on the base color or base shade, and a control area based on the information on the command or service, wherein each of the parity area, the reference area and the control area is formed of at least one or more cells in each of which one of at least three kinds of colors or shades is represented based on each information.

29. (Currently Amended) An advertising service apparatus comprising:

~~an image generating unit for converting address information for providing a predetermined advertisement service into a code image formed of a plurality of cells in each of which one of at least three kinds of colors or shades is represented and can be physically or electronically represented, according to a code conversion table in which a plurality of characters including numerals and symbols are mapped to at least three kinds of colors or shades;~~

a code conversion table in which a plurality of characters including numerals and symbols are mapped to at least three kinds of colors and shades;

~~a data generating unit for extracting characters contained in the~~ receiving a code image according to the code conversion table and generating the address information for providing the predetermined advertisement service based on the extracted characters; formed of a plurality of cells in each of which one of at least three kinds of colors or shades is represented, the code image including a data area and a control area, extracting characters contained in the data area according to the code conversion table, forming an address information for providing a predetermined advertisement service, based on the extracted characters; and extracting, from the control area, information on a command or service which can be provided by the address information; and

a service providing unit for providing the advertisement service according to the address information and the information on the command or service via a network.

30. (Previously Presented) An advertising method comprising the steps of:

assigning index information with respect to address information for providing an advertisement service and storing the address information and the index information;

converting characters included in the index information into a combination of colors or shades according to a code conversion table in which a plurality of characters including numerals and symbols are mapped to at least three kinds of colors or shades; and

combining the colors or shades to generate a code image formed of a plurality of cells in each of which one of at least three kinds of colors or shades is represented and can be physically or electronically represented.

31. (Currently Amended) A computer readable recording medium which stores a program for executing a the method, described in claim 20, ~~wherein the method comprises the steps of:~~

~~setting up a code conversion table in which a plurality of characters including numerals and symbols are mapped to at least three kinds of colors or shades;~~

~~receiving address information for providing a predetermined advertisement service;~~

~~converting each character included in the address information into a combination of colors or shades according to the code conversion table; and~~

~~assigning a series of colors or shades which are converted corresponding to the characters included in the address information to a plurality of cells to generate a code image by combining the cells, wherein the code image is formed of a plurality of cells in each of which one of at least three kinds of colors or shades is represented and can be physically or electronically represented.~~

32. (Currently Amended) A computer readable recording medium which stores a program for executing a the method; described in claim 24.~~wherein the method comprises the steps of:~~

~~receiving a code image formed of a plurality of cells in each of which one of at least three kinds of colors or shades are represented;~~

~~extracting characters contained in the code image according to a code conversion table in which a plurality of characters including numerals and symbols are mapped to at least three kinds of colors or shades;~~

~~forming address information for providing a predetermined advertisement service, based on the extracted characters; and~~

~~providing the advertisement service according to the address information via a network.~~

33. (Cancelled)

34. (Cancelled)